

On behalf of the Michigan Beer and Wine Wholesalers Ass'n, I wish to register my objections to the new regulations which prohibit unsolicited fax communications with our member companies. We have seventy six member companies and both the ass'n and member companies rely heavily on fax communications in a number of areas, some of which appear to be prohibited unless a written consent form is executed. Such a form is unnecessary and a burden for an established business relationship such as we have with our members. This isn't unsolicited junk mail, this is important information on educational seminars, dues, conventions and the like. In addition, our member companies will be especially burdened with this new rule. All of our member wholesalers deal with literally hundreds, some over a thousand retail accounts that they service on a daily/weekly basis. Fax communication is necessary to announce price lists, promotions, etc. Administering the consent form process with this many accounts, with turnover, would be near impossible and require extra labor costs. Please reconsider this rule and allow associations and businesses with bona-fide, established business relationships with retail customers to carry on fax communications. Thanks for your consideration!